



LA JOLLA VILLAGE MERCHANTS ASSOCIATION

# MONTHLY BOARD MEETING

10 July 2019 / 3:00 PM

La Jolla Riford Library  
7555 Draper Avenue, La Jolla, CA 92037

## AGENDA<sup>1</sup>

1.	<b>Set-up Venue / Sign-in</b> <ul style="list-style-type: none"> <li>Please silence cell phones</li> <li>Visitor sign-in sheet - please make sure to sign-in</li> </ul>		
2.	<b>Call to Order - Monthly Board Meeting</b>	Action	Brett Murphy, President
3.	<b>Roll Call</b>	Action	Julie Wright, Secretary
4.	<b>Approval of Minutes</b>	Action	Wright
5.	<b>Non-Agenda Public Comments</b> (limited to three minutes)	Information	Murphy
6.	<b>Financial Report</b> <ul style="list-style-type: none"> <li>June Financials</li> <li>BID Budgets/Management Contract Update</li> </ul>	Action Information	Murphy Jodi Rudick, Executive Director
7.	<b>Organizational Excellence</b> <b>A. Strategic Plan Modification Approval</b> <b>B. Association Membership Approval (if any)</b> <b>C. Board of Directors Update</b> a. <b>Swearing-In of Lauren Johnston</b> b. <b>Election Process and Adoption of Timeline</b> i. Recap of Nominations and Eligibility ii. Adoption of Timeline as required in by-laws 1. July 10, 2019 a. Seat Nominating Committee (LJVMA by-laws state “At the regular July meeting, the president shall appoint a nominating committee of at least three Members and the Nominating Committee will be duly formed following two-thirds approval by Directors present. The Nominating Committee shall seek nominees to the Board of Directors”) b. Election Notices to be mailed to ALL BID members 2. August 8, 2019 by end of BOD Meeting - Self Nominations Due August 8, 2019 by end of BOD Meeting. 3. September 11 Candidates Forum following BOD Meeting 4. October 9 Annual Meeting and Election <b>D. Coastal Access and Parking Management</b> – Request program management to return to LJVMA. Budget to be separate from LJVMA budget and funded from LJCAP funds. No direct financial impact to LJVMA.	Action Action  Action  Action	Murphy Rudick  Rudick Murphy/Rudick           Murphy/Rudick
8.	<b>Economic Vitality and Merchant Development Report</b> <b>E. Summer Open Office Hours Continue</b> – Merchants are invited to schedule a one-on-one appointment with experts on various topics.	Information	Rudick

	<p>F. <b>La Jollalty Card</b> – Locals Incentive Program – Meetings scheduled for July 16@8:30 AM and July 24 at 6:00 PM.</p> <p>G. <b>Hospitality Group Forming</b> – First meeting to take place on July 30 at 8:30 AM at Empress Hotel. All Hotels, restaurants and tour companies invited to attend and develop strategic plan. Focus will be on collaborations, publicity and co-op marketing.</p> <p>H. <b>Sponsorship Opportunities-</b> Rate card overview</p>		
9.	<p><b>Promotions</b></p> <p>A. <b>Enjoya La Jolla</b> – Celebrates Summer – Please volunteer if not working a retail location.</p> <p>B. <b>October</b> – Enjoya La Jolla Celebrates La Jolla Art and Wine Festival October 12 – 13. No stand-alone Enjoya La Jolla but rather, will partner with LJAWF. Workshop will be held to educate merchants about opportunities offered by the Festival. LJVMA will be given a booth at the event. All available board members will be asked to work a few hours at the booth on one or both days. 9 AM to 6 PM.</p> <p>C. <b>Promotions Committee Report</b></p>	<p>Information</p> <p>Information</p> <p>Information</p>	<p>Murphy</p> <p>Murphy</p> <p>Wright</p>
10.	<p><b>Design/Construction</b></p> <p><b>Construction Updates and Requests (if submitted)</b></p>	<p>Action</p>	<p>Rudick</p>
11.	<p><b>Adjourn Meeting</b> - Next Meeting August 8, 2019   3:00 PM   Riford Library. Strategic Plan Modification</p>	<p>Action</p>	<p>Murphy</p>



## 2019 Strategic Plan Initiatives (June 2019 Update)

1. ORGANIZATIONAL EXCELLENCE	2. ECONOMIC VITALITY & MERCHANT DEVELOPMENT	3. DESIGN AND AMBIENCE	4a. PROMOTION (Events and Experiences)	4b. PROMOTION (Marketing & Publicity)
<b>BIG IDEAS</b>				
<p style="text-align: center;"><b>Generate New Revenue Streams</b></p> <ul style="list-style-type: none"> <li>✓ Develop <b>Associate Member</b> Category</li> <li><input type="checkbox"/> <b>Actively Promote Associate Membership to Neighboring Businesses (Bird Rock and La Jolla Shores)</b></li> <li><input type="checkbox"/> <b>Re-vamp PROW Access program for consistency in billing and design.</b></li> <li>✓ <b>Recruit Student Interns/Volunteers</b></li> <li>✓ <b>Apply for Community Enhancement Grant</b></li> <li>✓ <b>Develop Media Kit/Rate Card</b></li> <li><input type="checkbox"/> <b>Develop Sales strategy to attract sponsors and advertisers.</b></li> <li><input type="checkbox"/> <b>Create Shop Local Discount Program</b></li> <li>✓ <b>Create Key Messaging (Elevator Speech – See Marketing and Publicity) “More than just a pretty place.”</b></li> </ul>	<p style="text-align: center;"><b>Ease of Access Parking Program Merchant Education &amp; Communication</b></p> <ul style="list-style-type: none"> <li>✓ <b>Park La Jolla –</b> Develop parking plan and creative solutions to alleviate parking as a deterrent to doing business in La Jolla Village</li> <li>✓ <b>Merchant Development</b> <ul style="list-style-type: none"> <li>○ Education Workshops</li> <li>○ <b>Mentorship via Block Captains</b></li> <li>○ Increase and promote merchant Resources on Website</li> <li>○ <b>One on one Coaching Sessions</b></li> <li><input type="checkbox"/> <b>Help merchants recruit and hire quality staff. (Job Fair, Job listings on website)</b></li> </ul> </li> </ul>	<p style="text-align: center;"><b>Support, Assist &amp; Align with MAD Connect Storeowners to City Resources</b></p> <ul style="list-style-type: none"> <li>✓ <b>Align with Maintenance Assessment District</b> to insure LJVMA needs are being addressed</li> <li>✓ <b>Maintain and upgrade design amenities</b> that fall under LJVMA areas of responsibility as determined by MAD (benches, flowers, trash cans, tree program)</li> <li>✓ <b>Lighting improvements</b> not covered by MAD</li> <li><input type="checkbox"/> <b>Storefront Improvement – Small Business Development Grants</b></li> <li>✓ <b>Experiential events (See Event and Experiences Committee)</b></li> <li><input type="checkbox"/> <b>Design and order new street banners for self-promotion. Offset costs by allowing merchant sponsorship.</b></li> <li><input type="checkbox"/> <b>Communicate and better control consistency for PROW Access (See Organization)</b></li> </ul>	<p style="text-align: center;"><b>Create Cultural Arts Experiences to attract locals and tourists to La Jolla as a destination</b></p> <ul style="list-style-type: none"> <li>✓ <b>Monthly Event (First Friday/La Jolla After Dark)</b></li> <li><input type="checkbox"/> <b>Monetize Enjoya La Jolla and/or Develop Revenue Generating Component</b></li> <li>✓ <b>Strategic Tie-in with Third Party Events (partnerships insure ensure our brand is visible, assist, clear communication between event managers and merchants, opportunity for merchants to sponsor/set up pop-ups/concessions, etc. Concours, Art and Wine Festival, Taste of La Jolla, Open Aire Market)</b></li> <li>✓ <b>Collaborate with LJVMA arts, culture and event organizations (Athenaeum, Warwick’s, La Jolla Music Society, Comedy Store, Nightclubs, Restaurants with Live Entertainment, Contemporary Museum of Art, Hotels, Tour Companies, etc.)</b></li> </ul>	<p style="text-align: center;"><b>Brand La Jolla as Cultural Arts Hub More than Just a Pretty Place</b></p> <ul style="list-style-type: none"> <li>✓ Write <b>marketing/media plan</b></li> <li>✓ <b>Complete high-level marketing research project</b></li> <li>✓ <b>Correct misconceptions (parking, haughtiness)</b></li> <li>✓ <b>Support all other initiatives (events, experiences, local’s engagement, etc.)</b></li> </ul>

New items added

To be developed

Key

Completed/Phase Completed